

2KLAS

THE DATA ECONOMY COMPANY

- All data Providers share or publish their data knowing that Consumers will have have **near-zero** integration costs
- Commercial data Providers publish non-sensitive data **securely**, with **minimal** IT overhead and **immediate economic benefits**
- Consumers can access, test-drive and **integrate** multiple data sources into their business processes, rapidly and efficiently, via a **single platform**
- Providers are in control of what data is **published**, how it is **translated**, who may **access** it and how much they want to **charge**
- Consumers are in control of what data they use, how they **extract value** from it, and **how much** they will be spending
- Consumers may create data **mash-ups**, feed them **back into the marketplace** and earn from them



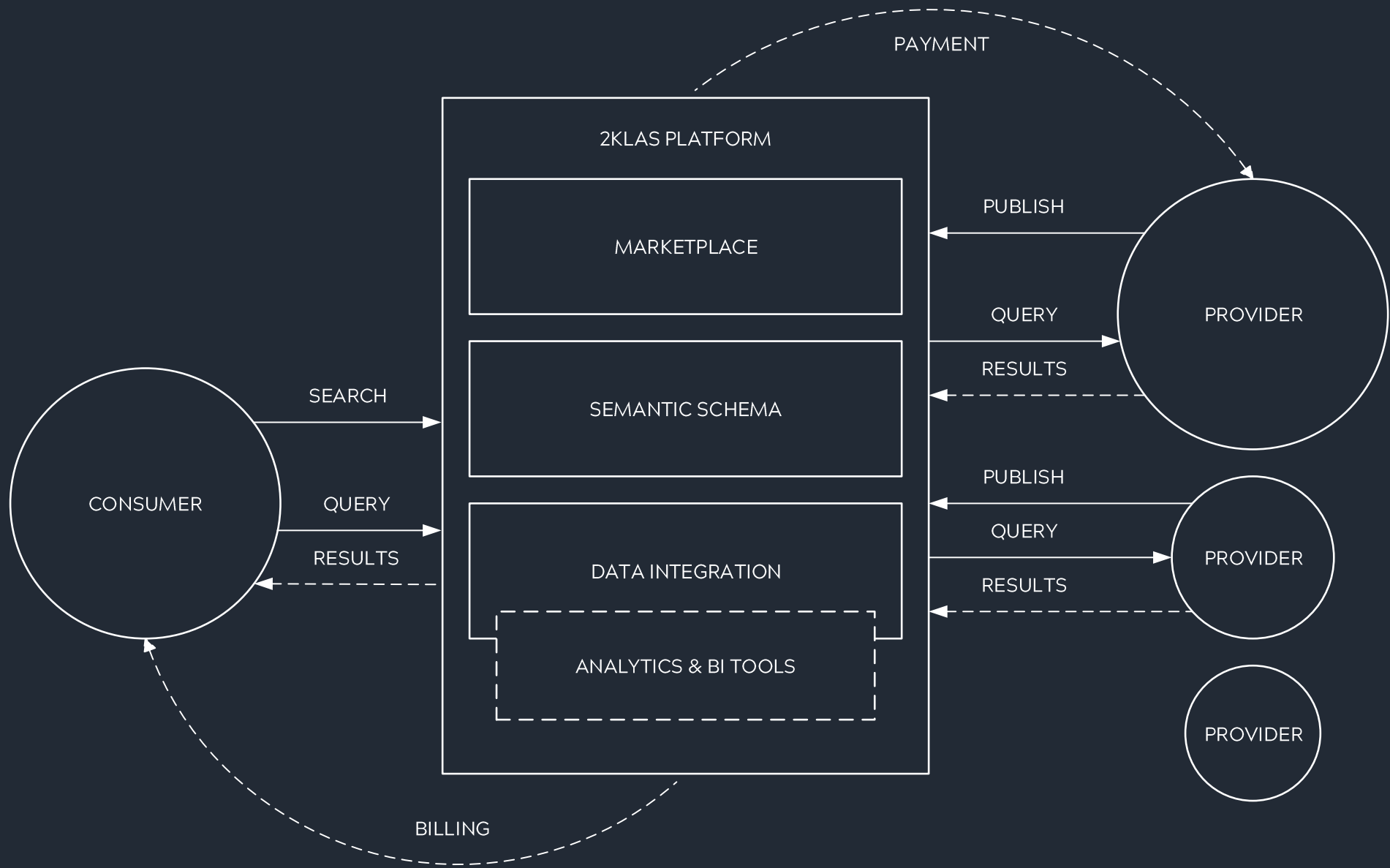
- Cross-sector, cross-industry, cross-audience, **open to all**: banking to academic research, big pharma to public healthcare, enterprise Users to individuals
- **Hundreds** of public domain data sources offered **free of charge**
- Commercial data sources offered under a flexible **pay-as-you-use** model
- All data sources are classified using a **semantic tag cloud**, and searchable using **natural language specifications** (e.g. “low-cost airline ticket sales in the UK”)
- A sophisticated **metering system** tracks data usage, on a per-record or per-Megabyte basis, and gives both Providers and Consumers real-time billing information



- Use cases stretch **as far and wide as the data sets** available in the marketplace
- Quantitative and qualitative **analysis of financial markets**: instruments, trading decisions, indicators and events, sentiment, etc.
- **Market research** on products, brands, customers demographics
- Social policy and economic **research**
- Corporate and consumer **risk assessment**
- Quantitative analysis of field automation operations based on **IoT data**
- **Medical studies** on diseases, drugs and patients
- **Fact-finding** and **knowledge-mining** for scholars, journalists, editors, scriptwriters



USE CASES





PUTTING IT TOGETHER



| | MTH 1 | MTH 2 | MTH 3 | MTH 4 | MTH 5 | MTH 6 | MTH 7 | MTH 8 | MTH 9 | MTH 10 | MTH 11 | MTH 12 | MTH 13 | MTH 14 | MTH 15 | MTH 16 | MTH 17 | MTH 18 |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| SET-UP, BUSINESS MODEL AND ARCHITECTURE | | | | | | | | | | | | | | | | | | |
| DATA MARKETPLACE | | | | | | | | | | | | | | | | | | |
| DATA INTEGRATION PLATFORM | | | | | | | | | | | | | | | | | | |
| ONTOLOGY DESIGN AND ALIGNMENT TOOLS | | | | | | | | | | | | | | | | | | |
| COMMON DATA CONNECTORS | | | | | | | | | | | | | | | | | | |
| SPECIALISED DATA CONNECTORS | | | | | | | | | | | | | | | | | | |
| PUBLIC DATA SOURCES | | | | | | | | | | | | | | | | | | |
| DATA PROVIDER PARTNERSHIP  | | | | | | | | | | | | | | | | | | |
| DATA PROVIDER PARTNERSHIP  | | | | | | | | | | | | | | | | | | |
| OTHER COMMERCIAL DATA SOURCES | | | | | | | | | | | | | | | | | | |
| ANALYTICS AND BI TOOLS | | | | | | | | | | | | | | | | | | |
| COMMUNITY AND DEVELOPMENT TOOLS | | | | | | | | | | | | | | | | | | |

18-MONTH ROADMAP

